

# BACK to SCHOOL BASICS



Champagne Grapes  
#197



Clementines  
#8571

← yummy!



Garden Cut  
Carrots with Ranch Dressing  
#17446



Garden Cut  
Sweet Apple Slices  
with Caramel Dip  
#17442



Garden Cut  
Tart Apple Slices  
with Peanut Butter  
#17441

## FACT:

- 20% of students eat breakfast
- 40% have a snack and
- 90% eat lunch at school
- Food consumed at school can contribute as much as 50% of children's daily caloric intake on school days.

## MERCHANDISING TIPS:

- Make a separate section for back to school products.
- Make sure you have plenty of color signage pointing out where they can find it.
- Make sure you have lots of variety available because kids can be picky eaters!
- Focus on smaller sizes and items that will fit in lunch boxes and kids can finish during lunch time.
- Work with other departments to cross-merchandise lunch bags, lunch boxes, sandwich bags, etc.



Indianapolis  
Fruit®